



WIRELESS EBT PROJECT

September 2015 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	31	299	330	\$1,340.73	\$14,917.92	\$16,258.65
February	30	276	306	\$803.02	\$18,751.58	\$19,554.60
March	50	626	676	\$988.73	\$18,657.83	\$19,646.56
April	55	718	773	\$1,488.58	\$26,719.09	\$28,207.67
May	318	5570	5888	\$5,769.39	\$193,112.69	\$198,882.08
June	442	6027	6469	\$4,674.89	\$152,319.94	\$156,994.83
July	821	5239	6060	\$8,337.80	\$94,212.18	\$102,549.98
August	993	5969	6962	\$10,880.99	\$111,654.60	\$122,535.59
Total for Year	2,740	24,724	27,464	\$34,284.13	\$630,345.83	\$664,629.96

August 2015 Facts:

Total sales for August this year were higher than August 2014 (\$122,535.59 compared to \$105,998.79). The number of EBT transactions were lower in 2015 than in 2014 (993 compared to 1,211). For August 2015, there were a total of 6,962 wireless transactions compared to 6,241 in 2014.

In August 2015, there were 180,177 Food Assistance/EBT families in Iowa. \$42,212,665 in benefits were issued in August to these families.

Here are other interesting facts regarding August sales:

There were 114 farmers who were active in July and 86 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ Country Market (195) Sioux City
- ❖ Hoffman Produce Farm (92) Waterloo
- ❖ Scavo’s Vegetable Market (44) Des Moines
- ❖ Hollow Maple Farm (33) Bennett
- ❖ Stillwater Greenhouse (27) Orchard
- ❖ The Produce Store (26) Waterloo
- ❖ Palm Tree Pat/Garden Fresh Produce (24) Davenport
- ❖ Penick’s Sweet Corn (24) Carlisle
- ❖ Story Book Orchard (24) Story City
- ❖ Litteurs Garden (22) Waterloo
- ❖ Farmer Ken’s Produce (21) Mt. Vernon
- ❖ Allen’s Grove Greenhouse (18) Donahue
- ❖ Lloyd & Elaine Nolt (18) Charles City
- ❖ Green Lane Farm (17) Blue Grass
- ❖ Grubby’s Kettle Korn (17) Oskaloosa

- ❖ Lappe's Farm Products (15) Peru
- ❖ Mast Family Farm (15) Leon

Congratulations go out to Country Market for having the highest amount of EBT transactions and the highest amount in EBT sales. Awesome Job!

Visiting Farmers Markets

I had the opportunity to head out on September 11 & 12 to visit some road side stands and farmer markets. On Friday, I headed to Sioux City to visit the Country Market road side stand. On Saturday, I visited the Sioux City Farmers Market, Harlan Farmers Market and the Wills Family Orchard in Adel. It was great to see so much fresh produce still available at these locations. I love getting out and watching the farmers at work. It is interesting to see how all of you set up your stands, how you market yourselves and the project and how you interact with your customers. It was so great to see everyone!



Lou and Tammy Donovan
Country Market Road Side Stand
Sioux City



Carol Kabisch
Carol's Kitchen
Sioux City Farmers Market



Lori Tarney
LNE Farm & Garden
Harlan Farmers Market

Assessment/Access Fees

I thought it was important to update you on a fee that is showing up on your monthly statements. It is under Pending Financial Charges and Fees; under Transaction Type listed as Interchange fees; under the Description listed as Assessment or Access Fees. These are the fees that MasterCard, Visa and Discover

regulate and access to you. There is no way to avoid these fees as they are set by the credit card companies and all retailers are charged these fees.

I know that it has been a bit confusing with learning how to read the new statements so I wanted to point this out to you. These fees were also charged with the previous companies that provided our wireless machines. If you have any questions, please feel free to contact me.

Business Track

Business Track is the avenue that you will now use to go in and pull your monthly statements. For the farmers that don't have e-mail access, I will continue to mail your monthly statements. Business Track has a lot of great features that might be beneficial to your business. I would encourage you to go in and see what the site has to offer you and your business.

The monthly statements load into Business Track around the 5th of every month. To pull your statement you need to:

- ❖ Go to Statement on right side of screen and click on View Statements
- ❖ Go to Comprehensive statements for
- ❖ Click on blue 2015

Your statements will be listed by month.

You will need to change your password every 60 days in Business Track. Also, if you don't access Business Track in a 90 day period your account will be automatically deleted.

Tips for your FD 410 machine

Below are a few tips for the FD 410 machine that might be of value for you.

Tower

There is a picture of a tower in the top left hand corner of your wireless machine. It is very important to bring up your machine and then give it time to connect to the tower. Please do not try to run a transaction until the dot on the tower has changed from red to green. If you are experiencing issues with connectivity, please give Ignite Payments Customer Service a call at 1-877-274-7915.

On/Off Button

To turn the FD 410 machine on, you need to push and hold down the red button. As soon as the screen turns on release the button. To turn off machine, push the red button; touch Turn Off on the screen.

EBT Transaction

- Push EBT
- Push Sale
- Swipe EBT card
- Push Yes if the last four account numbers match
- Sale type is **FOOD STAMP**
- Enter amount
- Have client enter PIN, push enter button (green button)
- Push Yes on screen for second receipt

Card Detail Report

This report provides a breakdown of each card that has been processed. You have to print this report before you close out your batch. A huge thanks to Gwen for sharing this tip!

- Push Credit
- Push More arrow

- Push Print Report
- Push Cards Details
- Machine will print out the report

Sleep Mode

There is no way to turn the “sleep mode” off in the FD 410 machine. All you need to do is simply touch the screen and the machine comes right back to the Credit/Debit/EBT sales screen.

Close Batch

- Push Credit
- Push Close
- Totals correct? Push yes
- Batch report will print
- Make sure that the bottom of the report says “Settlement Successful”

Update information with the USDA

Just a reminder that it is extremely important to report any changes to the USDA. The USDA is who authorized you to accept EBT. If you have a name change or an address change it needs to be reported so that your authorization is up to date. If you have a change, please call 312-353-6609 to report the change.

Changes to your contact information?

It is very important that DHS has your current e-mail addresses and your correct phone numbers. I send out a lot of important information and if DHS does not have your current information you could be missing out on important information. Please make sure that if you change your e-mail address or you drop or pick up a new phone number that you share that information with me.

Upcoming Events

Des Moines Downtown Winter Season Markets – Des Moines is holding their indoor/outdoor markets at Capital Square/Nollen Plaza on November 20 & 21 and December 18 & 19. If you would like to sign up to be a vendor at the winter market, please e-mail Lydia Van Der Beek at lvanderbeek@downtowndesmoines.com

Iowa Fruit & Vegetable Growers Conference – January 28 & 29 at the FFA Enrichment Center on the DMACC Campus in Ankeny.

Sustaining Our Iowa Land (2015 SOIL Conference) – November 19 & 20 at the Olmsted Center at Drake University.

Paper for your wireless machine

Just a reminder that DHS supplies the paper rolls for your wireless machines. It is imperative that you use thermal paper or it could ruin your machine. Please do not use any other type of paper in your wireless machine other than the paper that DHS supplies. If you are running low on paper, please give me a call.

Reminders:

1. Remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.
2. Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.
3. You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.
4. Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.
5. If you experience issues with your FD 410 machine, please call Technical Support at 1-877-274-7915. You will need to supply your Merchant Identification number. If you can't get the problem solved, please call Tracy.
6. Call Tracy if you need any supplies such as paper rolls, power cords, or battery.
7. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Tracy for a replacement.

Help Desk

We are here to help you!

When you have questions about:

- Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.
- What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 877-823-4369.
- Food Assistance eligibility? Call Kari Lind at 515-281-7000.
- Supplies – call Tracy Penick at (515) 281-4935.